

PRICING ADDENDUM FOR DILLARD'S CREDIT CARD AGREEMENT

As of December 31, 2014

Interest Rates and Interest Charges	
Annual Percentage Rate (APR) for Purchases	U.S. Prime Rate + 19.74% to 21.74% based on your creditworthiness. This APR will vary with the market based on the U.S. Prime Rate ("Index Rate").
How to Avoid Paying Interest on Purchases	Your due date is at least 23 days after the close of each billing cycle. We will not charge you any interest on purchases if you pay your entire balance by the due date each month.
Minimum Interest Charge	If you are charged interest, the charge will be no less than \$1.00.

Fees	
Annual Fee	None
Penalty Fees • Late Payment	Up to \$37.00

How We Will Calculate Your Balance: We use a method called "average daily balance (including new purchases)." See your Agreement for more details.

Billing Rights: Information on your rights to dispute transactions and how to exercise those rights is provided in your Agreement.

How We Will Calculate Your Late Payment Fee: The fee will be the lesser of the Total Minimum Payment Due or \$26.00. For any subsequent event within a rolling six billing cycle period, the fee will be the lesser of the Total Minimum Payment Due or \$37.00.

How We Will Calculate Your Variable APRs: The APRs used to figure interest for purchases on your Account are figured by adding a margin of 19.74 to 21.74 percentage points to the U.S. Prime Rate for that Billing Cycle. These rates vary with the market based on the U.S. Prime Rate. See your Agreement for more details.

The information about the cost of credit described in this Agreement is accurate as of December 2014. This information may have changed after that date. To find out what may have changed, call us at 1-800-643-8278.

Variable Interest Rate Calculation	
Index Rate effective as of 12/31/2014	3.25%
Margin added to the Index Rate to determine your APR for Purchases	19.74% to 21.74%
APR for Purchases	22.99% to 24.99%

DILLARD'S CREDIT CARD AGREEMENT

Notice to California Cardmembers

To our California customers who have discussed credit card terms and conditions with us in Spanish, Chinese, Korean, Vietnamese, or Tagalog:
Read the section titled INTERPRETER CERTIFICATION before you use your Account.
Lea la sección titulada CERTIFICACIÓN DE INTÉRPRETE antes de utilizar su Cuenta.
請您在使用您的帳戶之前閱讀標題為「翻譯員認證」的章節。
계좌를 사용하기 전에 “통역사 증명” 항목을 읽으시기 바랍니다.
Hãy đọc phần có tựa đề XÁC NHẬN VỀ THÔNG DỊCH VIÊN trước khi quý vị sử dụng Trương mục của mình.
Basahin ang seksiyong may pamagat na SERTIPIKASYON NG TAGAPAGSALING-WIKA bago mo gamitin ang iyong Account.

These terms apply to your entire Account.

About Your Account

AGREEMENT. This Credit Card Agreement (“Agreement”) covers the use of your Credit Card Account (“Account”) with us. It includes the Important Terms of Your Credit Card Account. You accept the terms of this Agreement by opening or using your Account. Your signature on your application or solicitation for this Account, including without limitation any electronic or digital signature, as well as your signature on Sales Slips or any Account-related document, represents your signature on this Agreement. If you have a joint Account, each of you is bound by this Agreement. Please read this Agreement carefully and save it for future reference.

PARTIES TO THIS AGREEMENT. This Agreement is made between Wells Fargo Bank, N.A., P.O. Box 10347, Des Moines, IA 50306 (“we,” “us,” and “our”) and each account holder, whether primary or joint (“you” and “your”).

CONTACTING US. Unless stated otherwise in this Agreement, you may contact us at the phone number or address shown on your statement.

DEFINITIONS.

Billing Cycle	The interval between statements. Each statement shows a closing date. The statement closing date is the last day of the Billing Cycle for that statement.
Card	The credit card we may issue to use your Account.
Important Terms of Your Credit Card Account	A summary of your Account’s Annual Percentage Rates (“APRs”), fees and other important information.
New Balance	The Outstanding Balance as of a statement closing date.
Outstanding Balance	The sum of all unpaid amounts, including purchases, interest, fees and any other amounts that you may owe us.
Payment Address	The address where you mail your payment. It is located on your Payment Stub.
Payment Due Date	The date the Total Minimum Payment Due is due to us. It is shown on your statement.
Payment Stub	The portion of your statement that is to be returned with your payment.
Sales Slip	Any document that describes the terms of a purchase on the Account.

OVERVIEW OF ACCOUNT. Your Account may be divided into two or more balances. Different terms may apply to different balances.

USING YOUR ACCOUNT. You may use your Account for purchases from Dillard’s locations, including Dillard’s website. Purchases will be part of the regular balance unless a Dillard’s Sales Slip shows that Club Plan terms apply. If Club Plan terms apply, the purchase will be part of a Club Plan balance. Club Plans are described later in this Agreement (see Club Plans section).

You promise that you will use your Account only for lawful personal, family or household purposes.

PROMISE TO PAY. When you use your Account, or let someone else use it, you promise to pay the total amount of the purchase, as well as any interest, fees or other amounts that you may owe us. We may limit or close your Account, but the terms of this Agreement will apply until you pay the Account in full.

CREDIT LIMIT. We will assign a Credit Limit to your Account. A Credit Limit is the amount of credit we will extend to your Account. Your Credit Limit is provided with your Card and on each of your statements. You promise to use your Account only to the Credit Limit. If you exceed your Credit Limit, we may authorize the transaction without increasing your Credit Limit. If you exceed your Credit Limit, you will remain liable for all amounts payable under this Agreement. We can adjust your Credit Limit at any time.

Fees and Interest

FEES. You agree to pay the following fees. You will find the fee amounts in the Important Terms of Your Credit Card Account.

- Late Payment Fee. This fee may be charged each time we do not receive the Total Minimum Payment Due by the Payment Due Date. This fee will be charged to your regular balance.

INTEREST RATES. The daily periodic rates and corresponding APRs used to figure interest on balances are shown in the Important Terms of Your Credit Card Account.

PRIME RATE. The Prime Rate we use is the U.S. Prime Rate published in the Money Rates section of *The Wall Street Journal*. We select the Prime Rate published on the first business day of the month preceding the month of the quarterly rate change date. If more than one Prime Rate is published, we will use the average of the Prime Rates. If the Prime Rate is no longer published or is not available, we may select a similar rate. The APR will increase or decrease if the Prime Rate increases or decreases and this will also cause the daily periodic rate to increase or decrease. An increase or decrease in the APR will increase or decrease the total amount of interest you pay. It may also increase or decrease the Total Minimum Payment Due. The rate change date for each quarter is the first day of the first Billing Cycle beginning on or after January 1, April 1, July 1, and October 1.

WHEN WE CHARGE INTEREST. Unless stated otherwise below, we begin charging interest on a purchase or interest charge on the date the purchase or interest charge posts to your Account. We begin charging interest on a fee on the first day of the Billing Cycle following the Billing Cycle in which the fee posts to your Account. However, if a late payment fee is posted to your Account in the current Billing Cycle, but is related to a late payment in the prior Billing Cycle, we will begin charging interest on the fee on the first day of the current Billing Cycle.

HOW TO AVOID PAYING INTEREST ON PURCHASES. Except as described in the Club Plans section below, you can avoid interest on any portion of a purchase balance shown on your current statement that you pay by the Payment Due Date if the balance shown on your previous statement was zero or was paid in full by the Payment Due Date.

HOW WE CALCULATE INTEREST—AVERAGE DAILY BALANCE METHOD (INCLUDING NEW PURCHASES). The total interest charge is the sum of interest charges for each type of balance on your Account (e.g. regular balance). We figure the interest charge for each type of balance on your Account by applying the daily periodic rate to the average daily balance (“ADB”). Then, we multiply this amount by the number of days in the Billing Cycle.

Interest charge = daily periodic rate x ADB x number of days in the Billing Cycle.

ADB’s for each type of balance are calculated separately, starting with the beginning balance on the first day of each Billing Cycle. The beginning balance on the first day of the Billing Cycle includes the following:

- The prior Billing Cycle’s ending balance, which includes any unpaid fees posted to your Account in the prior Billing Cycle.
- Any late payment fees posted in the current Billing Cycle that are related to a late payment in the prior Billing Cycle.

To get the ADB for each type of balance, we take the beginning balance each day and add any new purchases. Except for the first day of each Billing Cycle, we add interest equal to the previous day’s balance multiplied by the daily periodic rate. (This means interest is compounded daily.) Then, we subtract any payments or credits. This gives us the daily balance. Any daily balance that is a credit balance will be treated as zero. Then, we add up all the daily balances for the Billing Cycle. We divide this amount by the number of days in the Billing Cycle. This gives us the ADB.

ADB = sum of daily balances ÷ number of days in the Billing Cycle.

MINIMUM INTEREST CHARGE. If you are charged interest in a Billing Cycle, the charge will be no less than \$1.00.

Payments

TOTAL MINIMUM PAYMENT DUE. You promise to pay the Total Minimum Payment Due by the Payment Due Date. The Total Minimum Payment Due is the greater of (A) or (B), plus (C):

(A) \$26.00 (or \$37.00 if we do not receive the Total Minimum Payment Due by the Payment Due Date in any one of the prior six Billing Cycles)

(B) The sum of:

- Any past due amounts; plus
- Any fees assessed during the current Billing Cycle; plus
- 1% of the new balance (excluding any Club Plan balance); plus
- The sum of any interest charges in the current Billing Cycle

(C) The payment(s) for any Club Plan 12 or Club Plan 24 balances (see Club Plans section).

The Total Minimum Payment Due will never be more than the New Balance. If you pay more than the Total Minimum Payment Due but less than the Outstanding Balance, you are still required to pay the Total Minimum Payment Due in the next Billing Cycle.

PAYMENT INSTRUCTIONS. Follow these instructions when making a payment:

- Make your payment in U.S. dollars, but do not send cash.

- If you make a payment by mail, please include the Payment Stub with your payment. Use the envelope enclosed with your statement to mail both documents to the Payment Address. Payments received by 5:00 p.m. local time at the Payment Address will be credited as of the date of receipt. Payments received after the 5:00 p.m. cut-off time will be credited as of the next day. When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution. Your billing statement also explains how information on your check is used.
- If you make a payment online, it must be made via Dillard's website, which is shown on your statement. The cut-off time for online payments will be disclosed at the time of the transaction.
- You also can make a payment at a Dillard's store. Payments received at the Dillard's store location where payment is made will be credited as of the date of receipt.

If you do not follow these instructions, your payments may not receive credit for up to five days after we receive it. You may at any time pay, in whole or in part, the Outstanding Balance without any additional charge for prepayment.

IRREGULAR PAYMENTS. We may accept late payments, partial payments or payments that reflect "paid in full" (or other restrictive language), without losing our rights to receive full payment. If you intend to claim to pay your Account in full with an amount less than the Outstanding Balance, payments must be sent to us at Wells Fargo Bank, N.A., P.O. Box 10311, Des Moines, IA 50306-0311.

APPLICATION OF PAYMENTS. We apply payment amounts equal to or less than the Total Minimum Payment Due at our discretion. We apply any payment amounts in excess of the Total Minimum Payment Due to balances with higher APRs before lower APRs.

Any payment in excess of the Total Minimum Payment Due is applied based on the balances reflected on your last statement. We post payments in the Billing Cycle they are received.

Other Information

CONTACTING YOU. In order for us to service your Account or to collect any amounts you may owe, you agree that we may contact you using any means and any contact information related to your Account. This may include automated dialing devices, prerecorded/artificial voice messages, mail, e-mail, text messages and calls to your mobile, wireless or similar device. You are responsible for any service provider charges as a result of us contacting you. You agree to promptly notify us if you change any contact information you provide to us. This includes your name, mailing address, e-mail address(es), or phone number(s). If you have a joint account, a notice to one of you will serve as a notice to both of you.

PHONE MONITORING. We may monitor and record your phone calls with us to assure the quality of our service.

LOST OR STOLEN CARDS AND LIABILITY FOR UNAUTHORIZED USE. You agree to contact us immediately if your Card is lost or stolen or if you believe your Account is being used without your permission. You may contact us at: 1-800-643-8278 or P.O. Box 10347, Des Moines, IA 50306. You agree to assist us in our investigation of the matter. If you do this, you will not be held liable for the unauthorized use of your Account, but you will be responsible for all use by anyone you give your Card to or allow to use your Account.

DEFAULT. Your Account will be in default if any of the following occur:

- You fail to pay the Total Minimum Payment Due by the Payment Due Date.
- Any payment is dishonored.
- You violate the terms of this Agreement.
- You made an untrue statement on your application.
- You file for bankruptcy.

If your Account is in default, our rights include, but are not limited to, refusing to authorize further transactions, closing your Account, and requiring the immediate payment of the Outstanding Balance. If your Account is in default, you also agree to pay our collection costs, attorney's fees, and court costs.

GOVERNING LAW. This Agreement is governed by federal law and to the extent applicable, South Dakota law, no matter where you live or use your Account.

CHANGE IN TERMS. We may change this Agreement at any time. These changes may apply to existing and future balances. We will give you advance written notice of the change(s) and a right to reject the change(s) if required by law. We may require you to close your Account or take other actions if you reject the changes.

ENFORCING THIS AGREEMENT. We may waive or delay enforcing any of our rights without losing them. We may waive or delay enforcing a right against one of you without waiving it as to the other.

SEPARATION OF UNLAWFUL PROVISIONS. If any provision of this Agreement is determined to be unlawful, the rest of the Agreement will stand and the unlawful provision will be deemed amended to conform to law.

INFORMATION SHARING. When you applied for an Account, you gave us and Dillard's, Inc. information about yourself that we could share with each other. Dillard's, Inc. will use the information in connection with the credit program and for things like creating and updating its records and offering you special benefits. Federal or state laws may limit our ability to share your personal and/or Account information with Dillard's, Inc. even though you have given us this authorization. We comply with these federal and state laws. Please refer to the Wells Fargo Bank, N.A. Dillard's Privacy Notice for more information about how we collect, share, and protect your information, as well as how you may limit some, but not all, information sharing.

CREDIT INFORMATION AND CREDIT REPORTING. You promise that any information you give to us in connection with your Account is true and complete. You understand that we rely on this information to open your Account and extend credit to you. You authorize us to investigate your credit, employment, assets, and income records and to verify your credit references. You also authorize us to obtain credit reports on you from time to time. We may report information regarding your Account to consumer reporting agencies.

ASSIGNMENT. We have the right to assign your Account to another creditor. The other creditor is then entitled to any rights we assign to them. You do not have the right to assign your Account.

Club Plans

These terms apply to Club Plans.

CLUB PLANS. From time to time, certain Dillard's purchases may qualify as a Club Plan purchase. If a Sales Slip shows that Club Plan terms apply, then the purchase will be governed by the Club Plan terms (described below) and the terms of this Agreement. You accept the Club Plan terms by making the purchase.

- Club Plan 12. If a Sales Slip shows that Club Plan 12 terms apply, this means the payment is the amount required to pay the initial purchase balance in full in 12 equal monthly payments. Because of rounding, the final payment could be less than other payments.
- Club Plan 24. If a Sales Slip shows that Club Plan 24 terms apply, this means the payment is the amount required to pay the initial purchase balance in full in 24 equal monthly payments. Because of rounding, the final payment could be less than other payments.
- We will not charge you interest on a Club Plan 12 or Club Plan 24 balance. The payment amount for any Club Plan 12 or Club Plan 24 balance(s) is included in the Total Minimum Payment Due (see Total Minimum Payment Due section).

Interpreter Certification

INTERPRETER CERTIFICATION. THIS CERTIFICATION APPLIES IF YOU CHOSE TO DISCUSS OPENING AN ACCOUNT WITH US IN SPANISH, CHINESE, KOREAN, VIETNAMESE, OR TAGALOG. By signing the credit card application, using or otherwise accepting the Card or related Account issued to you, you certify to Wells Fargo Bank, N.A. (us) that: (1) You have received and discussed this Agreement with your interpreter and that you and your interpreter have been given an opportunity to discuss with us the terms and conditions contained in these enclosed documents; (2) Your interpreter is at least 18 years old and is fluent both in English and in the language in which you chose to discuss with us the terms and conditions of your Account, and is not employed by or made available through the Merchant; (3) You understand and agree to the terms and conditions contained in these enclosed documents as written.

CERTIFICACIÓN DE INTÉRPRETE. ESTA CERTIFICACIÓN SE APLICA SI USTED ELIGIÓ CONVERSAR CON NOSOTROS SOBRE LA APERTURA DE UNA CUENTA EN ESPAÑOL, CHINO, COREANO, VIETNAMITA O TAGALO. Al firmar la solicitud de tarjeta de crédito, utilizar o aceptar de otro modo la Tarjeta o la Cuenta relacionada que se le haya otorgado, usted certifica a Wells Fargo Bank, N.A., (nosotros) que: (1) Usted ha recibido y analizado este Contrato con su intérprete, y que usted y su intérprete han tenido la oportunidad de analizar con nosotros los términos y condiciones contenidos en estos documentos adjuntos; (2) Su intérprete tiene por lo menos 18 años de edad y habla con fluidez en inglés y en el idioma en el que usted haya elegido analizar con nosotros los términos y condiciones de su Cuenta, y no es un empleado ni ofrece sus servicios a través del Comerciante; (3) Usted entiende y acepta los términos y condiciones contenidos en estos documentos adjuntos tal como se encuentran redactados.

翻譯員認證。本認證於當您選擇以西班牙語、中文、韓語、越南語或塔加拉族語與我們討論開戶事宜之時適用。一旦您簽署信用卡申請表，使用或以其他方式接受核發給您的信用卡或相關帳戶，即表示您向富國銀行（Wells Fargo Bank, N.A.）（我們）證明：（1）您已經收到並與您的翻譯員討論過本協議，並且您和您的翻譯員都有機會與我們討論這些所附文件中的條款和條件；（2）您的翻譯員至少年滿18歲，並具有流利的英語能力且深諳您所選與我們討論您的帳戶條款和條件的語言，且其並未受僱於商家或由商家提供；（3）您理解並同意遵守這些所附文件中的書面條款和條件。

통역사 증명. 이 증명은 계좌 개설에 관한 사항을 스페인어, 중국어, 한국어, 베트남어 또는 타갈로그어로 논의하기로 하신 경우에 적용됩니다. 신용카드 신청서에 서명하시고, 회원님께 발급된 신용카드 또는 관련 계좌를 사용하거나 수락하시는 것은 회원님께서 (1) 본 계약서를 수령하고 그 내용을 담당 통역사와 함께 검토했으며 회원님과 담당 통역사는 동봉된 문서에 기재된 약관의 내용을 당사와 함께 논의할 기회를 부여받았고, (2) 담당 통역사는 18세 이상이며 회원님 계좌의 약관에 관해 당사와 논의할 때 회원님께서 사용하기로 선택하신 언어와 영어 모두에 능통한 사람이고 Wells Fargo Bank, N.A.(미국)에서 채용하거나 알선한 인력이 아니며, (3) 이 동봉된 문서에 기록된 약관의 내용을 회원님께서 이해하고 그에 동의했음을 Wells Fargo Bank, N.A.(미국) 측에 증명하신다는 의미입니다.

XÁC NHẬN VỀ THÔNG DỊCH VIÊN. PHẦN XÁC NHẬN NÀY ĐƯỢC ÁP DỤNG NẾU QUÝ VỊ ĐÃ CHỌN THẢO LUẬN VỀ VIỆC MỞ TRƯỞNG MỤC TẠI NGÂN HÀNG CHÚNG TÔI BẰNG TIẾNG TÂY BAN NHA, TRUNG QUỐC, HÀN QUỐC, VIỆT NAM HOẶC TAGALOG. Với việc ký đơn xin cấp thẻ tín dụng, sử dụng hay nếu không thì chấp nhận Thẻ này hay Trương mục liên quan được cấp cho quý vị, quý vị xác nhận với Wells Fargo Bank, N.A. (chúng tôi) rằng: (1) Quý vị đã nhận được và thảo luận với thông dịch viên của mình về Thỏa thuận này, và quý vị cũng như thông dịch viên đều đã có cơ hội trao đổi với chúng tôi về các điều khoản và điều kiện ghi trong những tài liệu đính kèm này; (2) Thông dịch viên của quý vị phải từ 18 tuổi trở lên, thông thạo cả tiếng Anh cũng như ngôn ngữ mà quý vị đã chọn sử dụng để trao đổi với chúng tôi về các điều khoản và điều kiện của Trương mục, và không phải là nhân viên của Bên bán hoặc được Bên bán giới thiệu; (3) Quý vị hiểu và đồng ý với nguyên văn nội dung của các điều khoản và điều kiện được ghi trong những tài liệu đính kèm này.

SERTIPIKASYON NG TAGAPAGSALING-WIKA. ILALAPAT ANG SERTIPIKASYONG ITO KUNG NAPILI MONG TALAKAYIN ANG PAGBUBUKAS NG ACCOUNT SA AMIN SA SPANISH, CHINESE, KOREAN, VIETNAMESE, O TAGALOG. Sa paglagda ng aplikasyon sa credit card, paggamit o kundi man ay pagtanggap ng Card o kaugnay na Account na ibinigay sa iyo, pinatotohanan mo sa Wells Fargo Bank, N.A. (sa amin) na: (1) Natanggap mo at tinalakay ang Kasunduang ito sa iyong tagapagsaling-wika at ikaw at ang iyong tagapagsaling-wika ay nabigyan ng pagkakataong talakayin sa amin ang mga tuntunin at kundisyon na matatagpuan sa mga nakalakip na dokumentong ito; (2) Ang iyong tagapagsaling-wika ay hindi mas bata sa 18 taong gulang at lubos na marunong sa Ingles at sa wika na napili mo para talakayin sa amin ang mga tuntunin at kundisyon ng iyong Account, at hindi naka-empleyo sa o nakuha sa pamamagitan ng Mangangalakal (o "Merchant"); (3) Nauunawaan at sinasang-ayunan mo ang mga tuntunin at kundisyong nakasaad sa mga nakalakip na dokumentong ito ayon sa nakasulat.

Notices

IN CA: A married applicant may apply for a separate account. After credit approval, each applicant will have the right to use this Account to the extent of any limit set by us, and may be liable for all amounts extended under this Account to any joint applicant.

IN NJ: Certain provisions of this Agreement are subject to applicable law. As a result, they may be void, unenforceable or inapplicable in some jurisdictions. None of these provisions, however, is void, unenforceable or inapplicable in New Jersey.

IN NY, RI & VT: A consumer report may be requested in connection with this application or any update, renewal or extension of any credit granted as a result of this application. Upon your request, you will be informed whether a report was obtained, and if so, of the name and address of the consumer report agency. You consent to our obtaining of such reports by signing or otherwise submitting a credit application.

IN OH: The Ohio laws against discrimination require that all creditors make credit equally available to all creditworthy customers, and that credit reporting agencies maintain separate credit histories on each individual upon request. The Ohio Civil Rights Commission administers compliance with this law.

IN WI: If you are applying either individually or jointly with someone other than your spouse, please contact us immediately at: 1-855-412-2787 and provide us with the name and address of your spouse. We are required by law to inform your spouse that you have opened an account with us. Also, please note that no provision of a marital property agreement (including a Statutory Individual Property Agreement pursuant to Sec. 766.587, Wis. Stat.), unilateral statement classifying income from separate property under Sec. 766.59, or court decree under Sec. 766.70 adversely affects the creditor unless the creditor is furnished with a copy of the document prior to the credit transaction or has actual knowledge of its adverse provisions at the time the obligation is incurred.

Your Billing Rights: Keep This Document For Future Use

This notice tells you about your rights and our responsibilities under the Fair Credit Billing Act.

What To Do If You Find A Mistake On Your Statement

If you think there is an error on your statement, write to us at:

Dillard's Card Services / Wells Fargo Bank, N.A.
P.O. Box 522
Des Moines, IA 50306-0522

In your letter, give us the following information:

- *Account information:* Your name and account number.
- *Dollar amount:* The dollar amount of the suspected error.
- *Description of problem:* If you think there is an error on your bill, describe what you believe is wrong and why you believe it is a mistake.

You must contact us:

- Within 60 days after the error appeared on your statement.
- At least 3 business days before an automated payment is scheduled, if you want to stop payment on the amount you think is wrong.

You must notify us of any potential errors in *writing*. You may call us, but if you do we are not required to investigate any potential errors and you may have to pay the amount in question.

What Will Happen After We Receive Your Letter

When we receive your letter, we must do two things:

1. Within 30 days of receiving your letter, we must tell you that we received your letter. We will also tell you if we have already corrected the error.
2. Within 90 days of receiving your letter, we must either correct the error or explain to you why we believe the bill is correct.

While we investigate whether or not there has been an error:

- We cannot try to collect the amount in question, or report you as delinquent on that amount.
- The charge in question may remain on your statement, and we may continue to charge you interest on that amount.
- While you do not have to pay the amount in question, you are responsible for the remainder of your balance.
- We can apply any unpaid amount against your credit limit.

After We Finish Our Investigation, One Of Two Things Will Happen

- *If we made a mistake:* You will not have to pay the amount in question or any interest or other fees related to that amount.
- *If we do not believe there was a mistake:* You will have to pay the amount in question, along with applicable interest and fees. We will send you a statement of the amount you owe and the date payment is due. We may then report you as delinquent if you do not pay the amount we think you owe.

If you receive our explanation but still believe your bill is wrong, you must write to us within *10 days* telling us that you still refuse to pay. If you do so, we cannot report you as delinquent without also reporting that you are questioning your bill. We must tell you the name of anyone to whom we reported you as delinquent, and we must let those organizations know when the matter has been settled between us.

If we do not follow all of the rules above, you do not have to pay the first \$50 of the amount you question even if your bill is correct.

Your Rights If You Are Dissatisfied With Your Credit Card Purchases

If you are dissatisfied with the goods or services that you have purchased with your credit card, and you have tried in good faith to correct the problem with the merchant, you may have the right not to pay the remaining amount due on the purchase.

To use this right, all of the following must be true:

1. The purchase must have been made in your home state or within 100 miles of your current mailing address, and the purchase price must have been more than \$50. (Note: Neither of these are necessary if your purchase was based on an advertisement we mailed to you, or if we own the company that sold you the goods or services.)
2. You must have used your credit card for the purchase. Purchases made with cash advances from an ATM or with a check that accesses your Credit Card Account do not qualify.
3. You must not yet have fully paid for the purchase.

If all of the criteria above are met and you are still dissatisfied with the purchase, contact us *in writing* at:

Dillard's Card Services / Wells Fargo Bank, N.A.
P.O. Box 522
Des Moines, IA 50306-0522

While we investigate, the same rules apply to the disputed amount as discussed above. After we finish our investigation, we will tell you our decision. At that point, if we think you owe an amount and you do not pay, we may report you as delinquent.

DILLARD'S CREDIT CARD AGREEMENT

Important Terms of Your Credit Card Account

Interest Rates and Interest Charges

Annual Percentage Rate (APR) for Purchases	22.99% or 24.99% , based on your creditworthiness. This APR will vary with the market based on the U.S. Prime Rate.
How to Avoid Paying Interest on Purchases	Your due date is at least 23 days after the close of each billing cycle. We will not charge you any interest on purchases if you pay your entire balance by the due date each month.
Minimum Interest Charge	If you are charged interest, the charge will be no less than \$1.00.
For Credit Card Tips from the Consumer Financial Protection Bureau	To learn more about factors to consider when applying for or using a credit card, visit the website of the Consumer Financial Protection Bureau at http://www.consumerfinance.gov/learnmore.

Fees

Annual Fee	None
Penalty Fees • Late Payment	Up to \$37.00

How We Will Calculate Your Balance: We use a method called "average daily balance (including new purchases)." See your Agreement for more details.

Billing Rights: Information on your rights to dispute transactions and how to exercise those rights is provided in your Agreement.

How We Will Calculate Your Late Payment Fee: The fee will be the lesser of the Total Minimum Payment Due or \$26.00. For any subsequent event within a rolling six billing cycle period, the fee will be the lesser of the Total Minimum Payment Due or \$37.00.

How We Will Calculate Your Variable APRs: The APRs used to figure interest for purchases on your Account are figured by adding a margin of 19.74 to 21.74 percentage points to the U.S. Prime Rate for that Billing Cycle. This rate varies with the market based on the U.S. Prime Rate. See your Agreement for more details.

The information about the cost of credit described in this Agreement is accurate as of December 2014. This information may have changed after that date. To find out what may have changed, call us at 1-800-643-8278.

You may not qualify for the lowest APRs disclosed above. The APRs applicable to your Account will be determined by our review of your credit report, information you provide on your application, and other relevant information available to us.

ARBITRATION AGREEMENT

Binding Arbitration. You and Wells Fargo Bank, N.A. (the "Bank"), including the Bank's assignees, agents, employees, officers, directors, shareholders, parent companies, subsidiaries, affiliates, predecessors and successors, agree that if a Dispute (as defined below) arises between you and the Bank, upon demand by either you or the Bank, the Dispute shall be resolved by the following arbitration process. However, the Bank shall not initiate an arbitration to collect a consumer debt, but reserves the right to arbitrate all other disputes with its consumer customers. A "Dispute" is any unresolved disagreement between you and the Bank. It includes any disagreement relating in any way to your Credit Card Account ("Account") or related services. It includes claims based on broken promises or contracts, torts, or other wrongful actions. It also includes statutory, common law and equitable claims. A Dispute also includes any disagreements about the meaning or application of this Arbitration Agreement. This Arbitration Agreement shall survive the payment or closure of your Account. **You understand and agree that you and the Bank are waiving the right to a jury trial or trial before a judge in a public court.** As the sole exception to this Arbitration Agreement, you and the Bank retain the right to pursue in small claims court any Dispute that is within that court's jurisdiction. If either you or the Bank fails to submit to binding arbitration following lawful demand, the party so failing bears all costs and expenses incurred by the other in compelling arbitration.

Arbitration Procedure; Severability. Either you or the Bank may submit a Dispute to binding arbitration at any time notwithstanding that a lawsuit or other proceeding has been previously commenced. **Neither you nor the Bank shall be entitled to join or consolidate disputes by or against others in any arbitration, or to include in any arbitration any dispute as a representative or member of a class, or to act in a private attorney general capacity.** Each arbitration, including the selection of the arbitrator(s) shall be administered by the American Arbitration Association (AAA), or such other administrator as you and the Bank may mutually agree to (the AAA or such other mutually agreeable administrator to be referred to hereinafter as the "Arbitration Administrator"), according to the Commercial Arbitration Rules and the Supplemental Procedures for Consumer Related Disputes ("AAA Rules"). To the extent that there is any variance between the AAA Rules and this Arbitration Agreement, this Arbitration Agreement shall control. Arbitrator(s) must be members of the state bar where the arbitration is held, with expertise in the substantive laws applicable to the subject matter of the Dispute. No arbitrator or other party to an arbitration proceeding may disclose the existence, content or results thereof, except for disclosures of information by a party required in the ordinary course of its business or by applicable law or regulation. You and the Bank (the "Parties") agree that in this relationship: (1) The Parties are participating in transactions involving interstate commerce; and (2) This Arbitration Agreement and any resulting arbitration are governed by the provisions of the Federal Arbitration Act (Title 9 of the United States Code), and, to the extent any provision of that Act is inapplicable, unenforceable or invalid, the laws of the state of South Dakota. If any of the provisions of this Arbitration Agreement dealing with class action, class arbitration, private attorney general action, other representative action, joinder, or consolidation is found to be illegal or unenforceable, that invalid provision shall not be severable and this entire Arbitration Agreement shall be unenforceable.

Rights Preserved. This Arbitration Agreement does not prohibit the Parties from exercising any lawful rights or using other available remedies to preserve, foreclose or obtain possession of real or personal property; exercise self-help remedies, including setoff and repossession rights; or obtain provisional or ancillary remedies such as injunctive relief, attachment, garnishment or the appointment of a receiver by a court of competent jurisdiction. Any statute of limitations applicable to any Dispute applies to any arbitration between the Parties. The provisions of this Arbitration Agreement shall survive termination, amendment or expiration of the Account or any other relationship between you and the Bank.

Fees and Expenses of Arbitration. Arbitration fees shall be determined by the rules or procedures of the Arbitration Administrator, unless limited by applicable law. Please check with the Arbitration Administrator to determine the fees applicable to any arbitration you may file. If the applicable law of the state in which you opened your Account limits the amount of fees and expenses to be paid by you, then no allocation of fees and expenses to you shall exceed this limitation. Unless inconsistent with applicable law, each of us shall bear the expense of our own attorney, expert and witness fees, regardless of which of us prevails in the arbitration.